



FOR IMMEDIATE RELEASE
November 14, 2019

Contact: Taryn Tuss
ttuss@greenseal.org
(202) 421-7171

Green Seal Launches Verified Suppliers Program for Raw Materials, Formulas, Concentrates and Parent Rolls

Public database will make it easier for formulators and private labelers to find safer, high-quality ingredients and supplies.

Washington, D.C. -- Green Seal today announced the launch of a Verified Suppliers program, providing a public database of raw materials, formulas, concentrates and parent rolls that are proven-greener and pre-approved to meet the criteria of Green Seal's rigorous standards.

The Verified Suppliers program for the first time offers raw materials suppliers a pathway for verifying that their materials meet Green Seal's requirements. It also formalizes Green Seal's verification offerings for cleaning product and paper manufacturers. Green Seal already has verified dozens of supplies that are publicly listed [here](#).

Green Seal's public database of verified raw materials, formulas, concentrates and parent rolls will make it easy for formulators and private labelers to find safer, high-quality ingredients and supplies. Private labelers who properly use verified parent rolls, formulas or concentrates and apply with Green Seal are eligible to use the Green Seal certification mark on their products, significantly simplifying their journey to certification. Manufacturers who use verified raw materials take the guesswork out of finding safer, healthier ingredients that will align with their Green Seal certifications.

Suppliers and manufacturers who verify their raw materials, formulas, concentrates or parent rolls with Green Seal:

- Attract private label customers and top-tier manufacturers who want a head start on the path to Green Seal certification
- Add value to their offerings and build loyalty to their brands, and
- Showcase sustainability leadership by demonstrating compliance with Green Seal's strict criteria for human health and the environment.

Learn more about Green Seal's Verification services [here](#).

Find Verified Supplies [here](#).



ABOUT GREEN SEAL, INC.

Green Seal® is a global nonprofit organization with a mission to transform the economy for a healthier, greener world. Since 1989, Green Seal has applied rigorous standards for health, environmental sustainability and product performance to its certification programs to empower better purchasing decisions. Green Seal has certified thousands of products, services and spaces from companies including 3M, Ecolab, Kimberly-Clark, Georgia Pacific, Hilton and Staples, and is specified by countless schools, government agencies, businesses and institutions. Today, the Green Seal certification mark is a universal symbol that a product or service meets the highest benchmark of health and environmental leadership.

Visit GreenSeal.org or connect with Green Seal on [Facebook](#), [Twitter](#), and [LinkedIn](#).

###